MR. SUN

VOLUME ONE, NUMBER TEN

ADULTS ONLY

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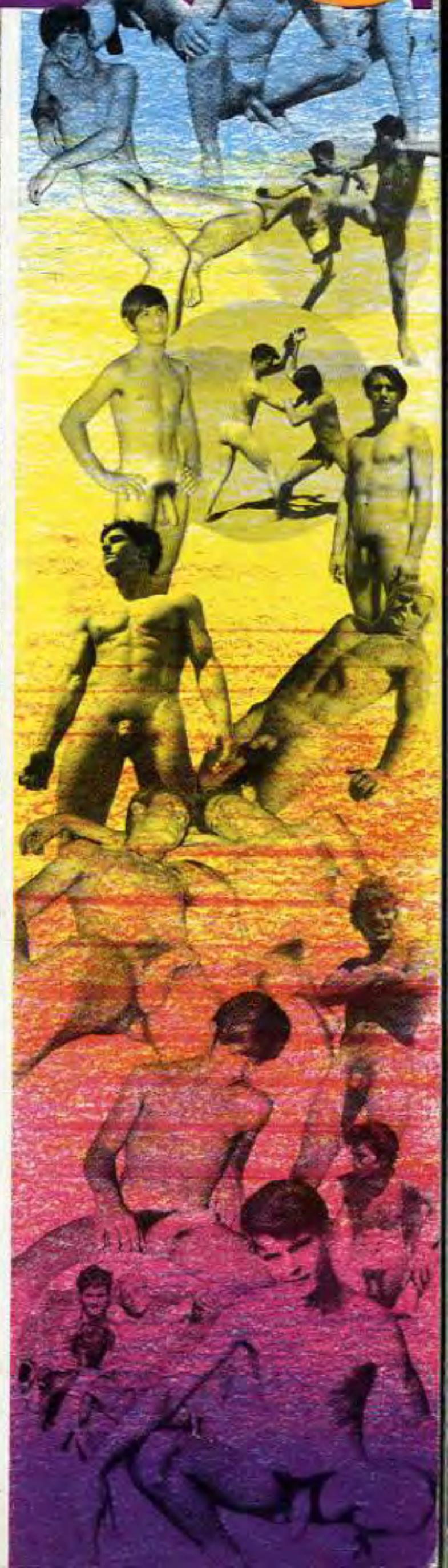

MR. SUN

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MR. SUN

Editorial:

An issue is far more than the production of a magazine. It is also a theme, a subject (e.g. the issue is . . .) a situation demanding thought and understanding.

In today's fast-evolving society of single people struggling free from the puritanical concepts that have kept them bound, nudism symbolizes the freedom sought.

While it is a diversion, it is also a philosophy, an attitude toward life and "self." And it is a growing movement made up of those individualistic enough to break a conformity-mold that often has little more to bolster it than "tradition."

Many traditions are charming old survivors of a bygone era—leftover mannerisms hallowed and revered, thereby kept alive. But other "traditions" are mere habits originally formed by conditions that no longer exist. Such "traditions" no longer have a place in the modern world. They remain only because they have yet to undergo serious questioning.

Frenetic activity in today's complicated society leaves little time to search for true values by a population tied to a treadmill . . .

And so this issue is about Single, Male Nudism—and dedicated to those thinking of enrollment in the movement—every bit as much as for those already enjoying its benefits.

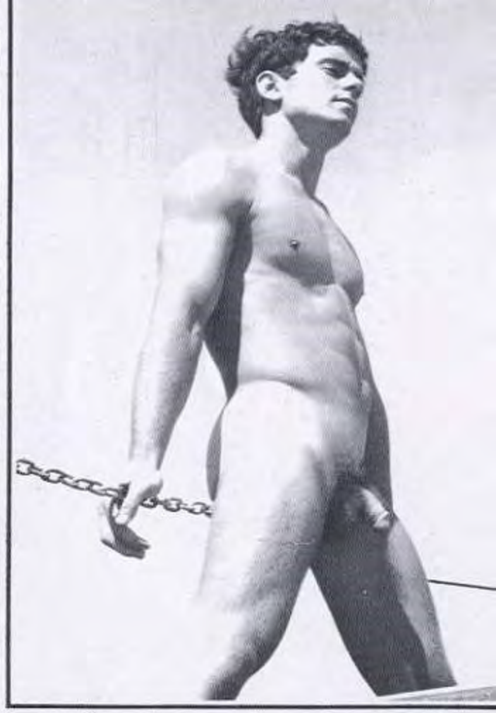
Pictorially it shows the **Golden People** enjoying the best of two environments—Sand and Sea. Nature's formations.

Editorially it reveals the nature of nudism in relation to you—and what it can bring to your life.

Your comment is invited.

— The Editor

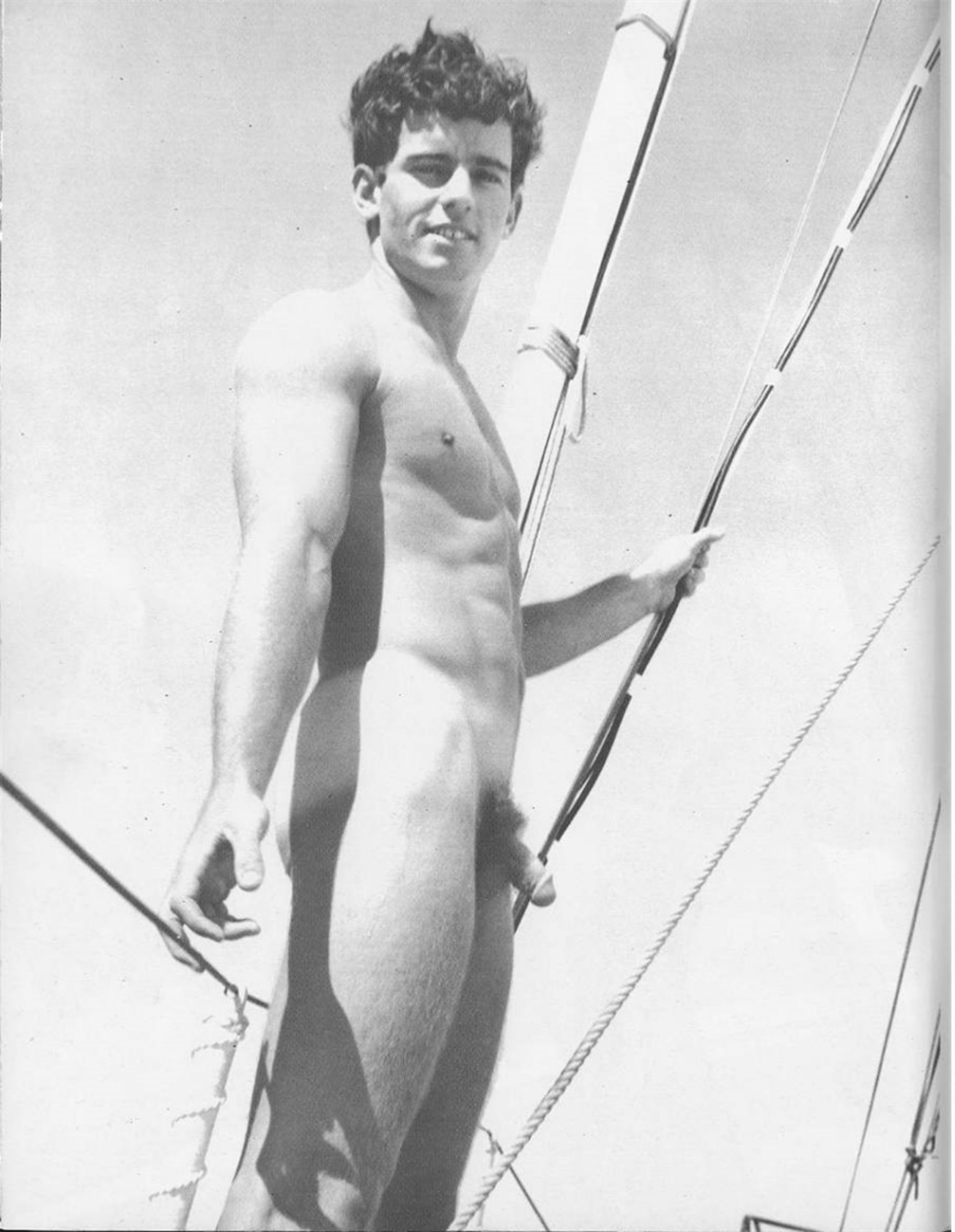
RIDING THE NOT-SO-BOUNDING MAIN



THE SUNMEN — MASTERS OF ALL THEY SURVEY . . .

Regardless of claims to the contrary, there is no better place to enjoy the freedom and male conviviality of nudism, luxurient nakedness, then aboard a sailing sloop beyond the reef.

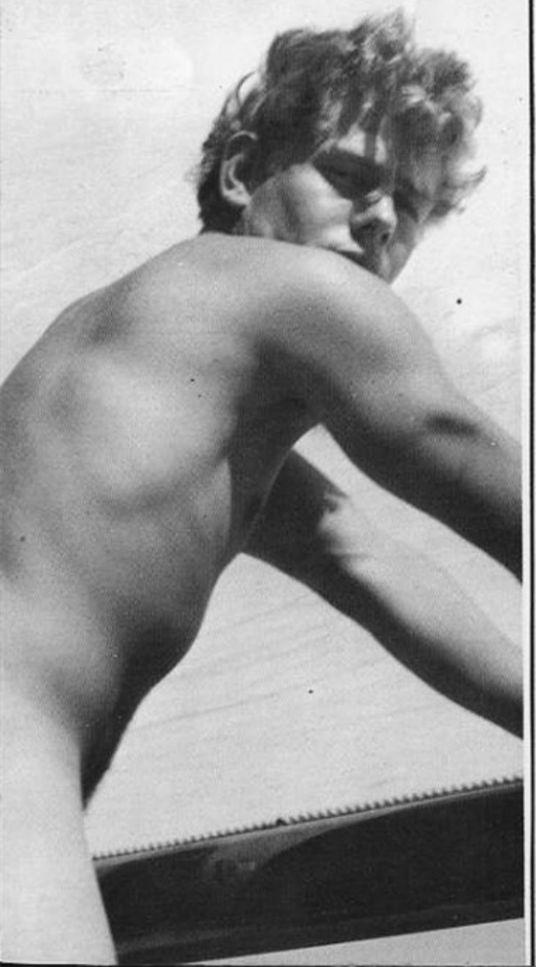
We proved this by piling into an assortment of sports cars and tooling out the Pacific Coast Highway toward Malibu—and the 42-foot sloop riding at anchor in wait . . .

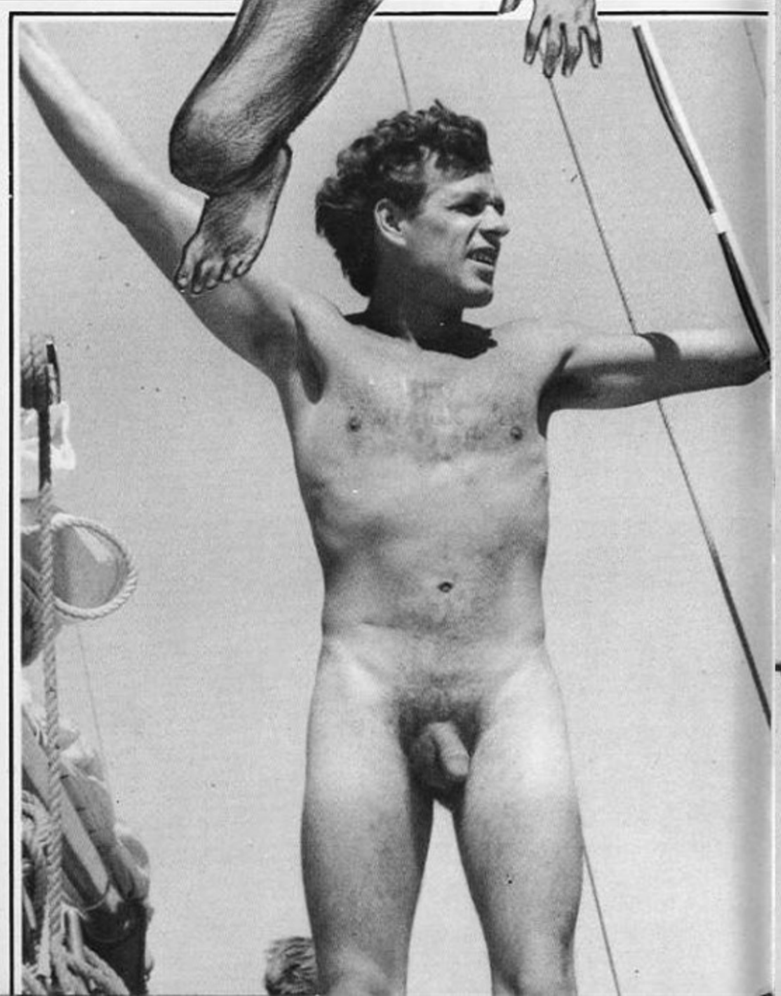


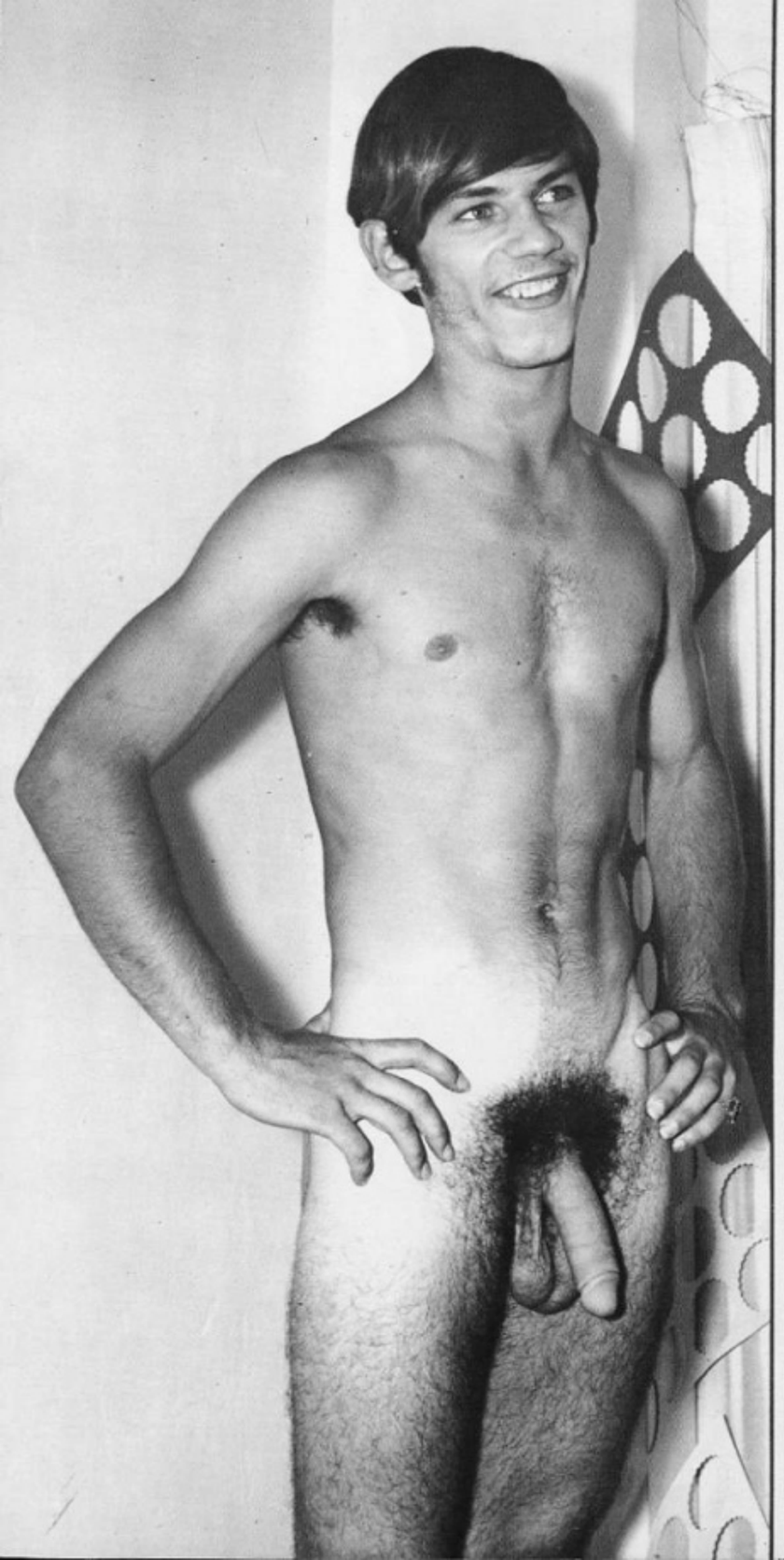
At 10 a.m. the sun was riding across an azure sky like a brilliant beach ball. Eagerly we went aboard, stowing our clothes in the "salon," then lifting anchor from Slip Sixteen to head out toward Catalina Island. The wind came across at six knots, but we were one crew "knot" in the mood for any rigorous "Down to the Sea in Ships" routine—we just wanted a placid sail.

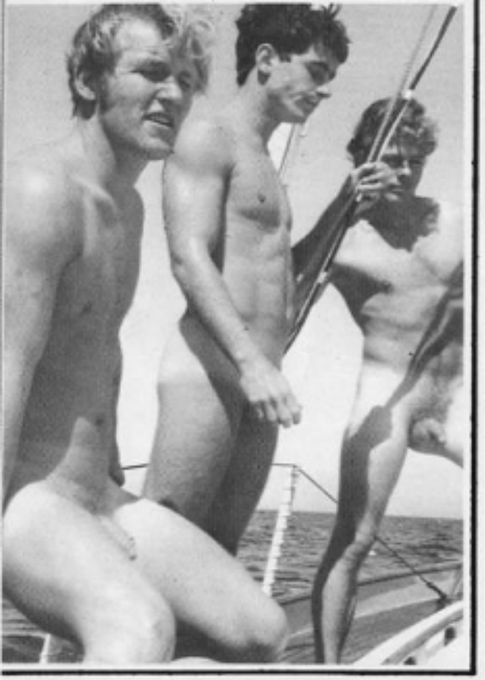
In fact, we weren't even going to tackle the fish this cruise. So we left the harpoons, picks, lines and tackle behind, along with our sea legs.

Five strong we were, breaking into the wind, the ship's mascot facing bravely over the prow as we headed into a "nor'easterner" breeze that caught into the sails hanging limply above us, and propelled us toward the horizon at a near stand-still speed.

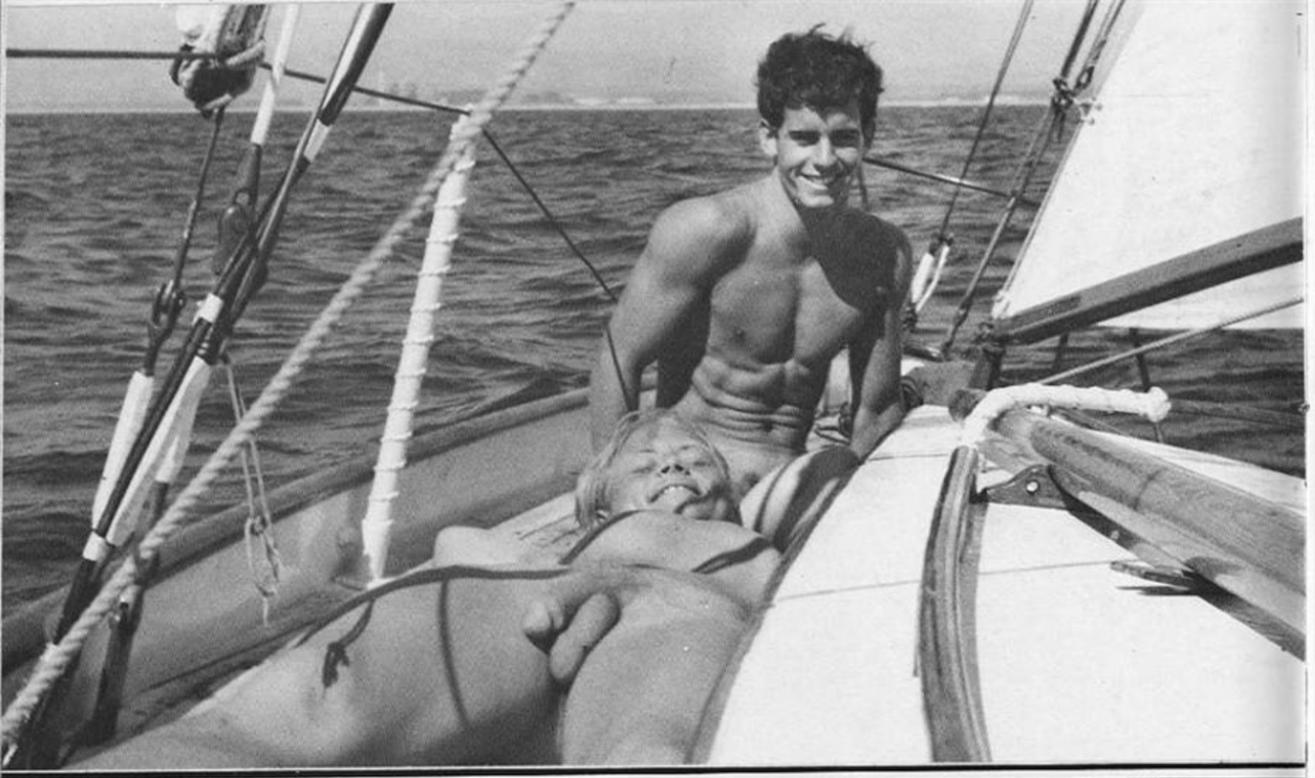


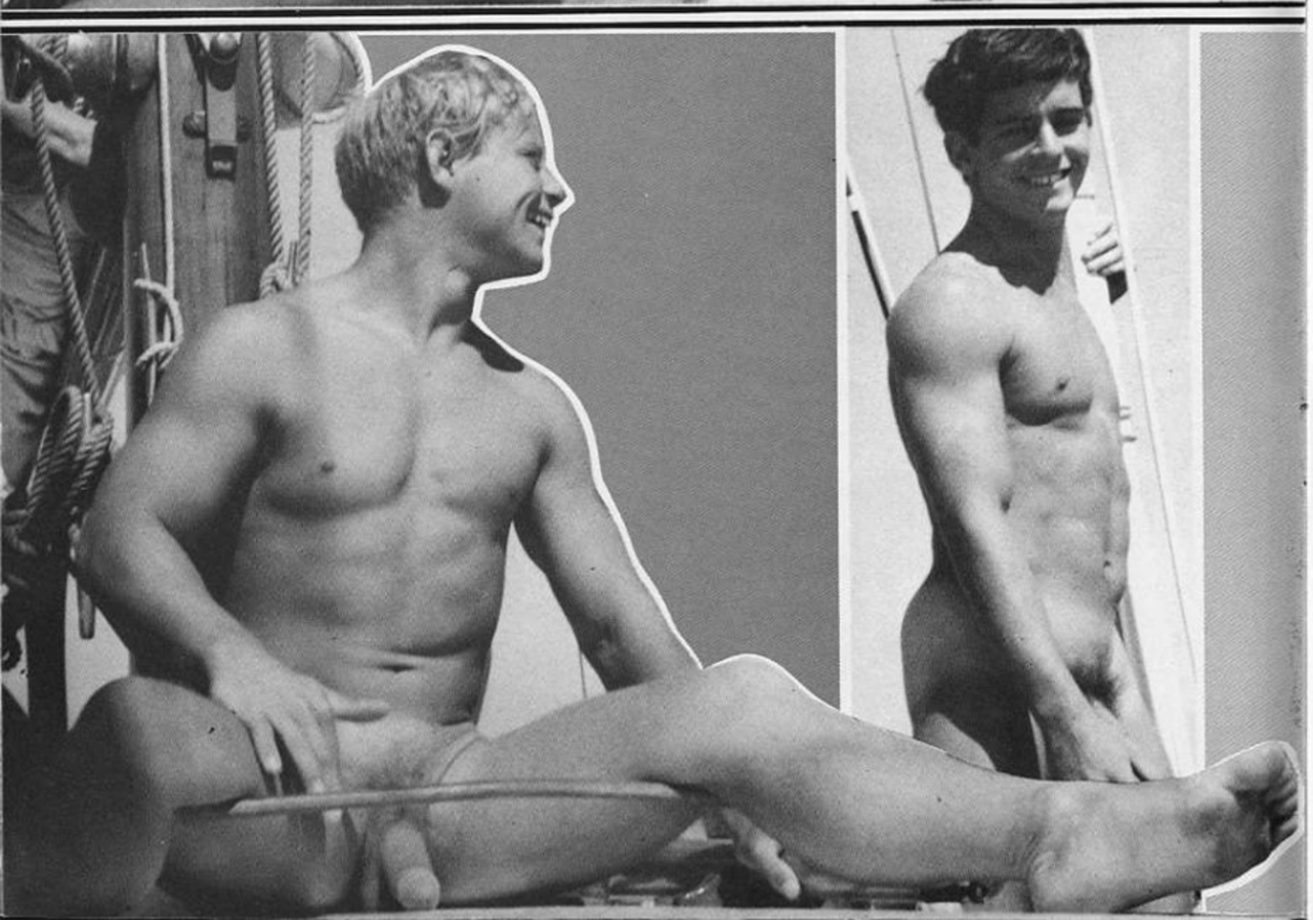






THE VIEW FROM THE BRIDGE . . .





"China, anyone?" asked Dick, and we nodded vigorously, accepting the cups of china to hold the beverage we'd smuggled aboard—Coke.

By two o'clock, we were all three sheets to the wind, meaning that the breeze had picked up considerably.

Lon, a sailing buff from way back—so he had said—spent considerable time bent over the rail, and we marveled at his apparent fascination with the wake left by the fantail of our worthy vessel.

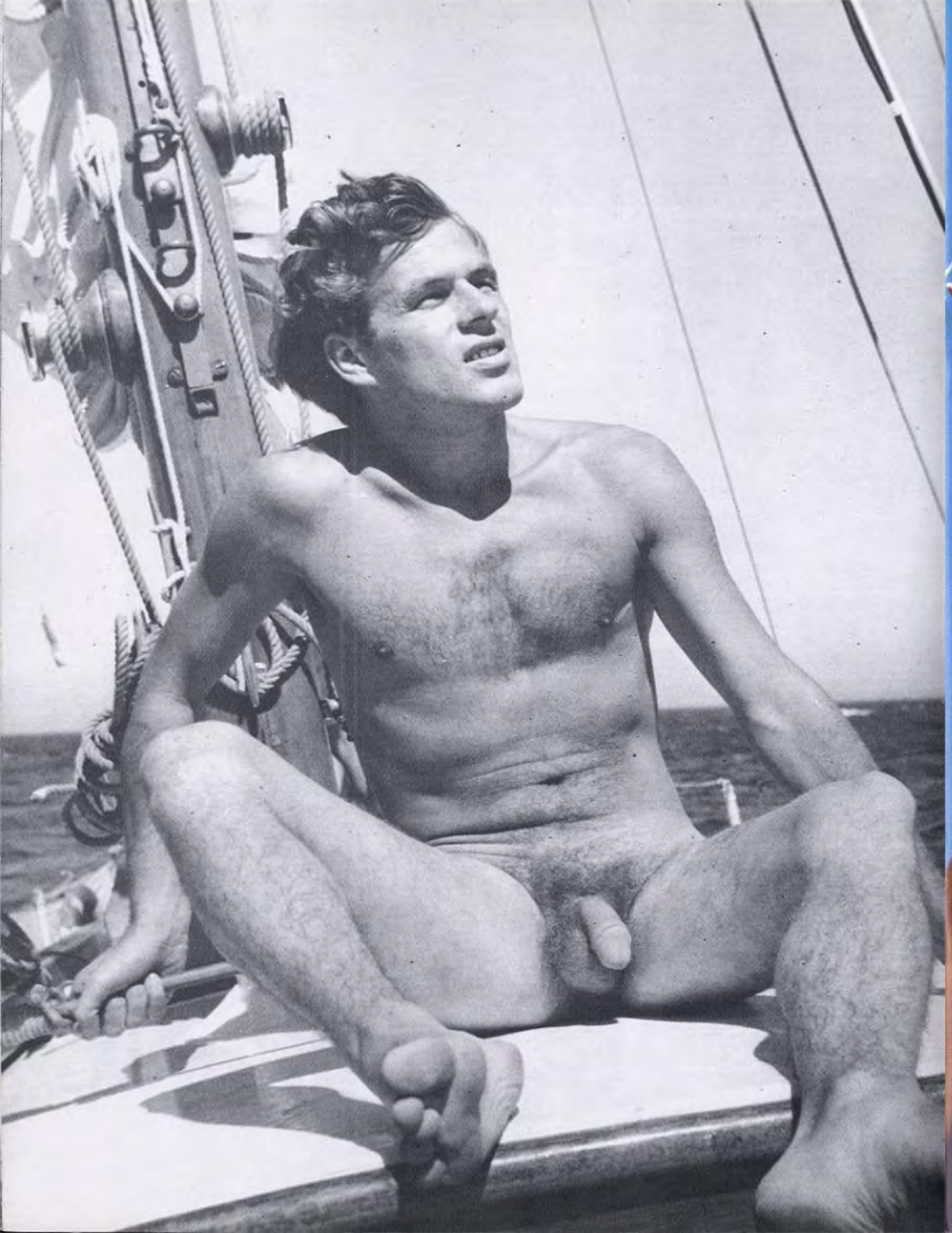
. . . NAKED AS THE DAY THEY WERE REBORN

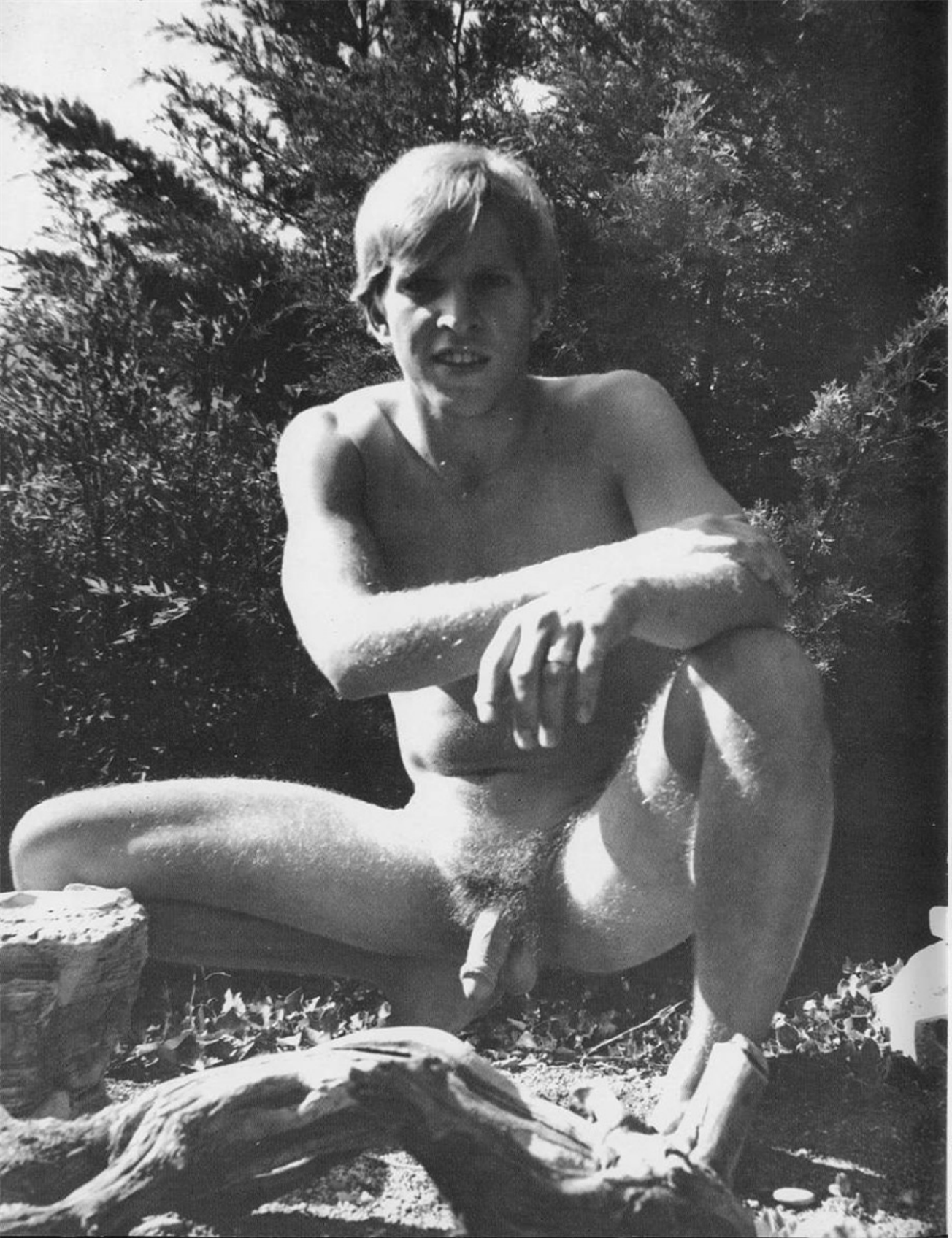
Each time we mentioned this to him admiringly, he gave us a strange look through a face matching the deep green hue of the briny deep beneath us.

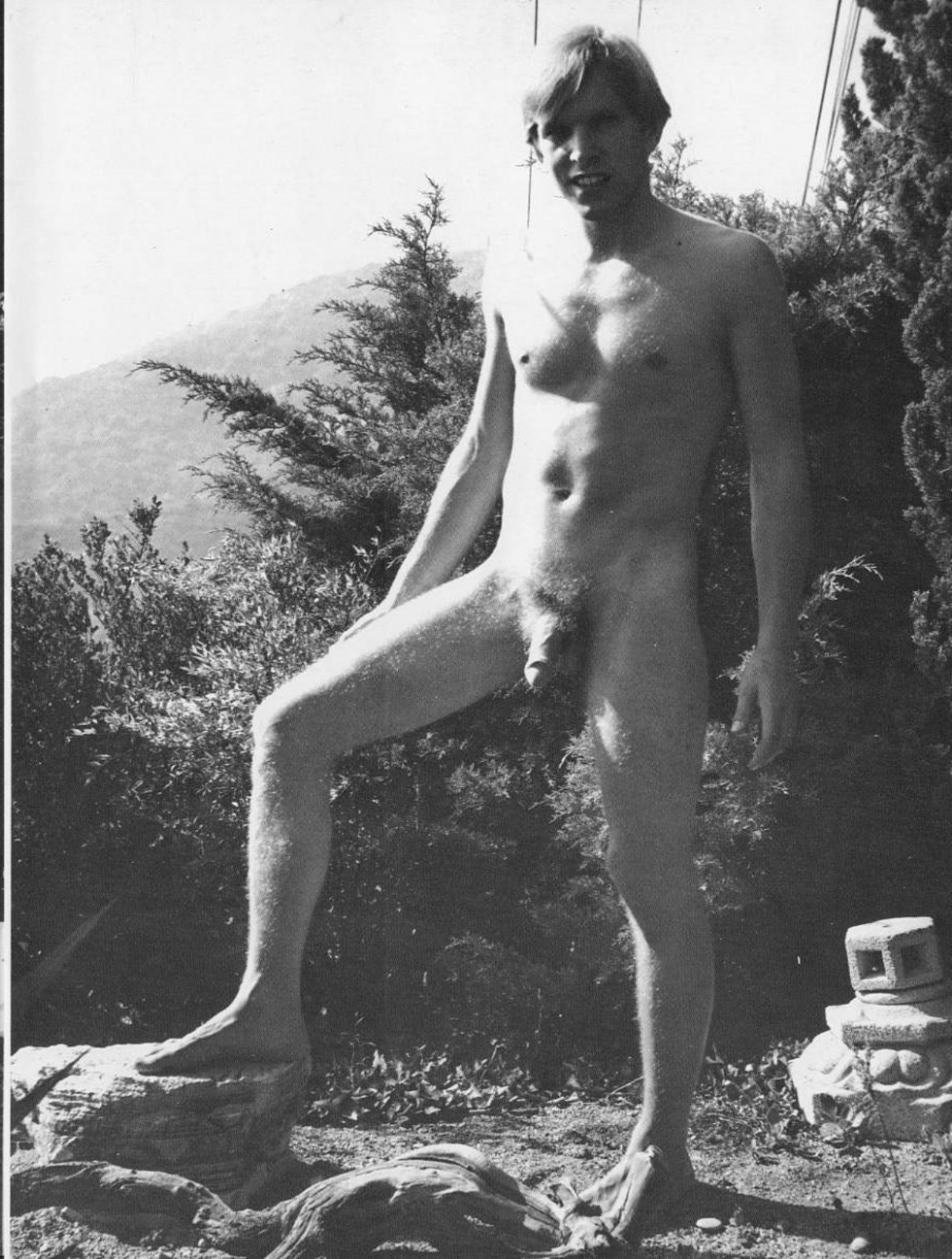
Meanwhile, the rest of us were fast going from a city pallor to the tawny gold coloring of the seasoned sun worshipper—which we were, despite confinement in offices coraling each of us in the 9-5 p.m. bag daily.

By day's end, as we turned back into Slip Sixteen, we felt we had been at sea on the Grand Cruise.

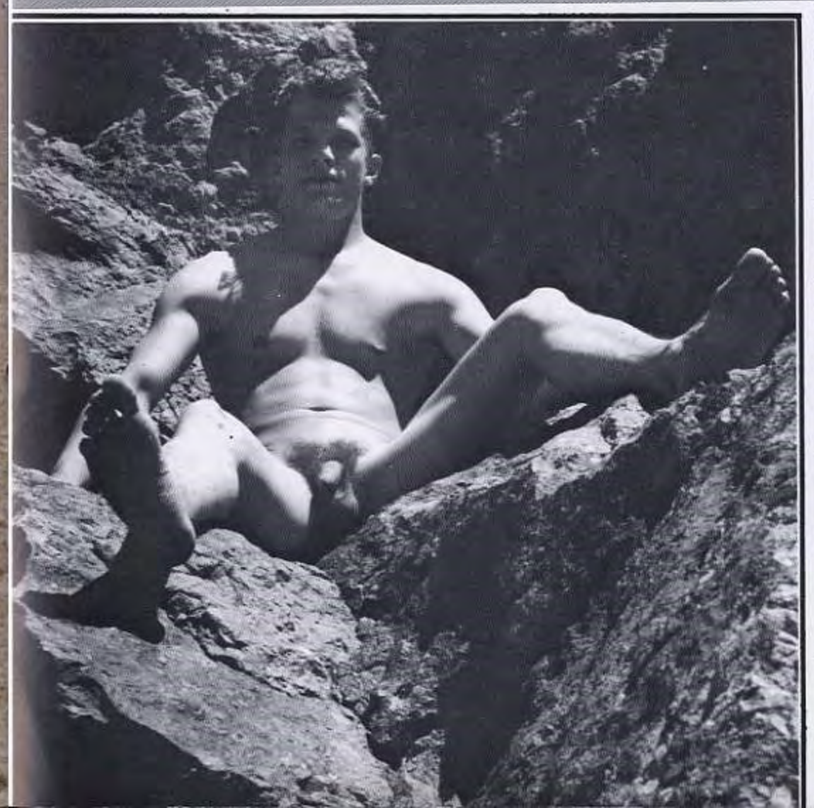
Each of us—Lon included—agreed that the big break from the city can best be made on the bounding main. And there's no better way to do it than on the tilting deck of a sea worthy craft . . . Like a Lurline passenger ship!







ANATOMY OF THE ANTI-NUDIST



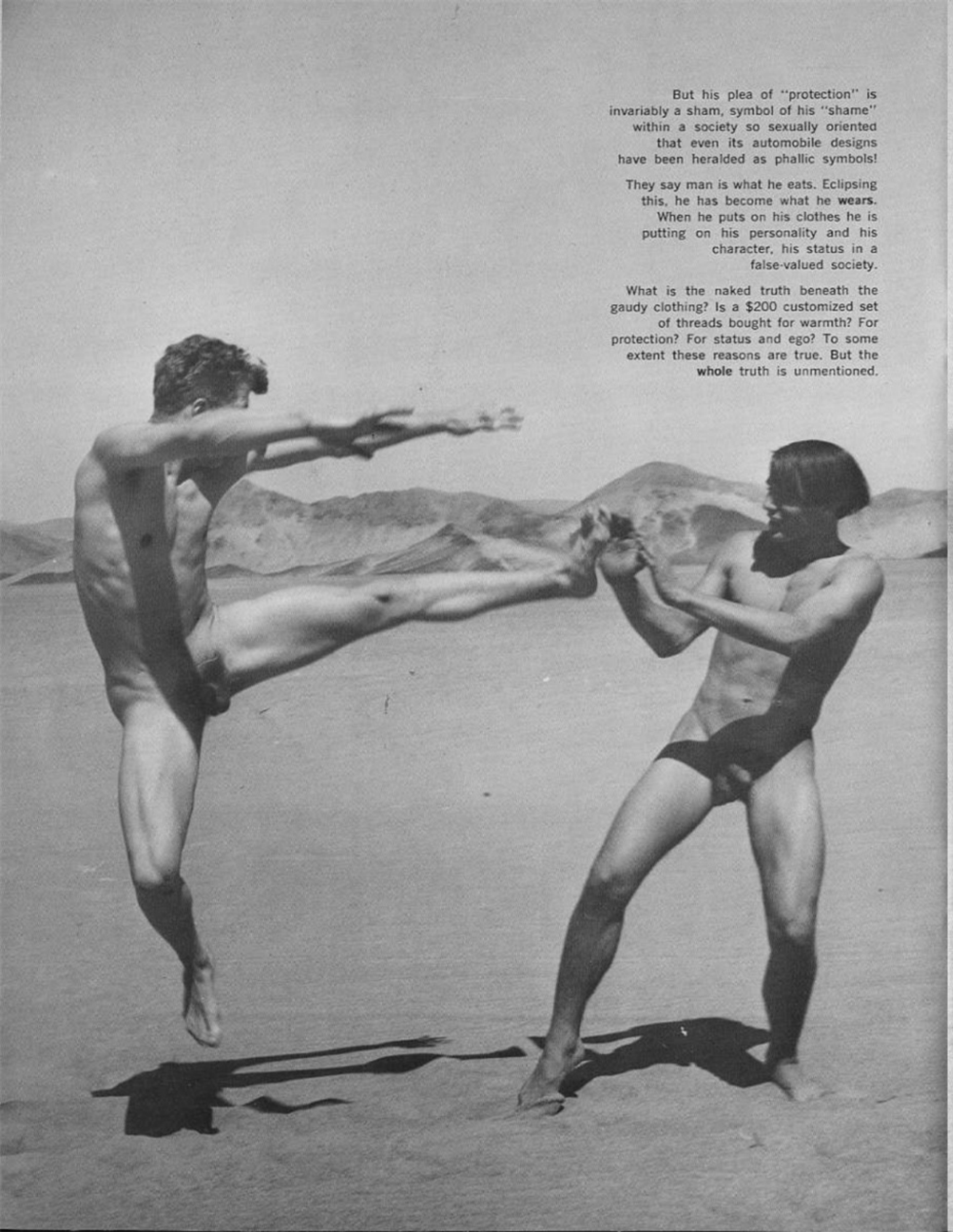
The Golden People playing across these pages take their place in the sun despite pressures from a society still anti-nudity in the bounding main. Flashing their credentials of uptight ignorance, they posture in tight-chested Madison Avenue suits most befitting as uniforms of the absurd.

Ask any of the sallow-skin set why his body has been stuffed into a combination of sox, underwear, overwear, gloves, shirts, cravats and hats and he'll plead "protection" from the public eye. So covered is he, one may wonder why he doesn't disappear completely!

But his plea of "protection" is invariably a sham, symbol of his "shame" within a society so sexually oriented that even its automobile designs have been heralded as phallic symbols!

They say man is what he eats. Eclipsing this, he has become what he **wears**. When he puts on his clothes he is putting on his personality and his character, his status in a false-valued society.

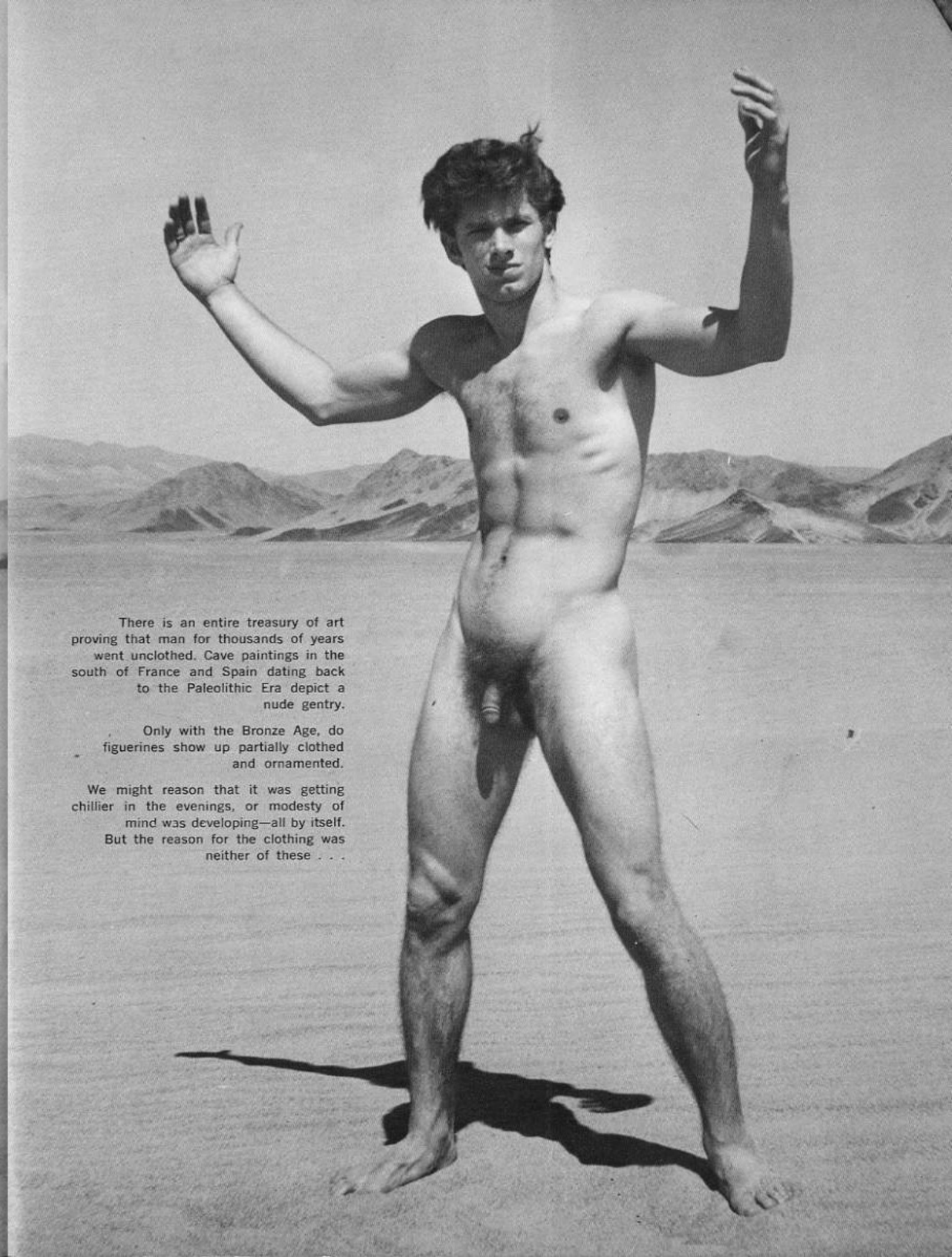
What is the naked truth beneath the gaudy clothing? Is a $200 customized set of threads bought for warmth? For protection? For status and ego? To some extent these reasons are true. But the **whole** truth is unmentioned.

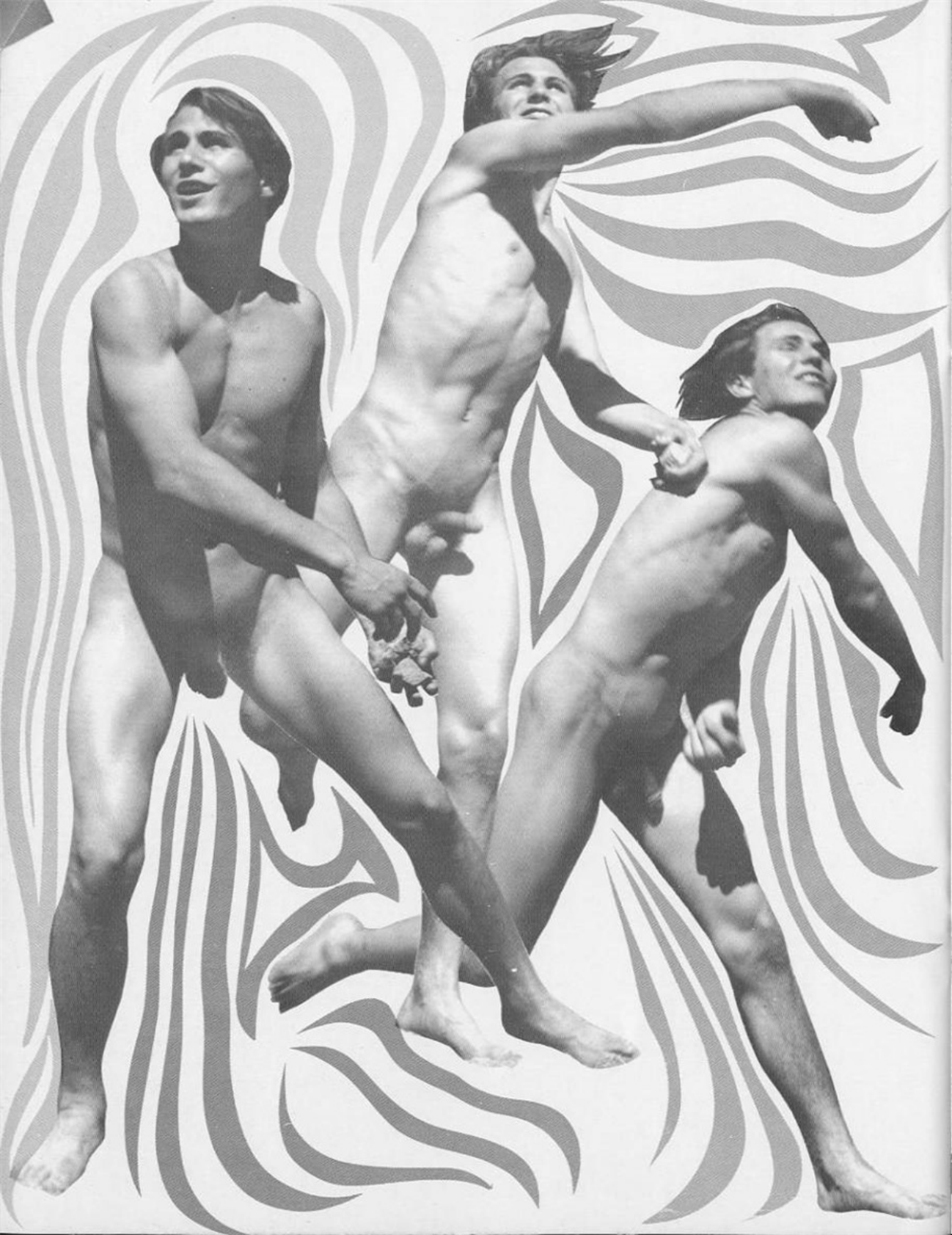


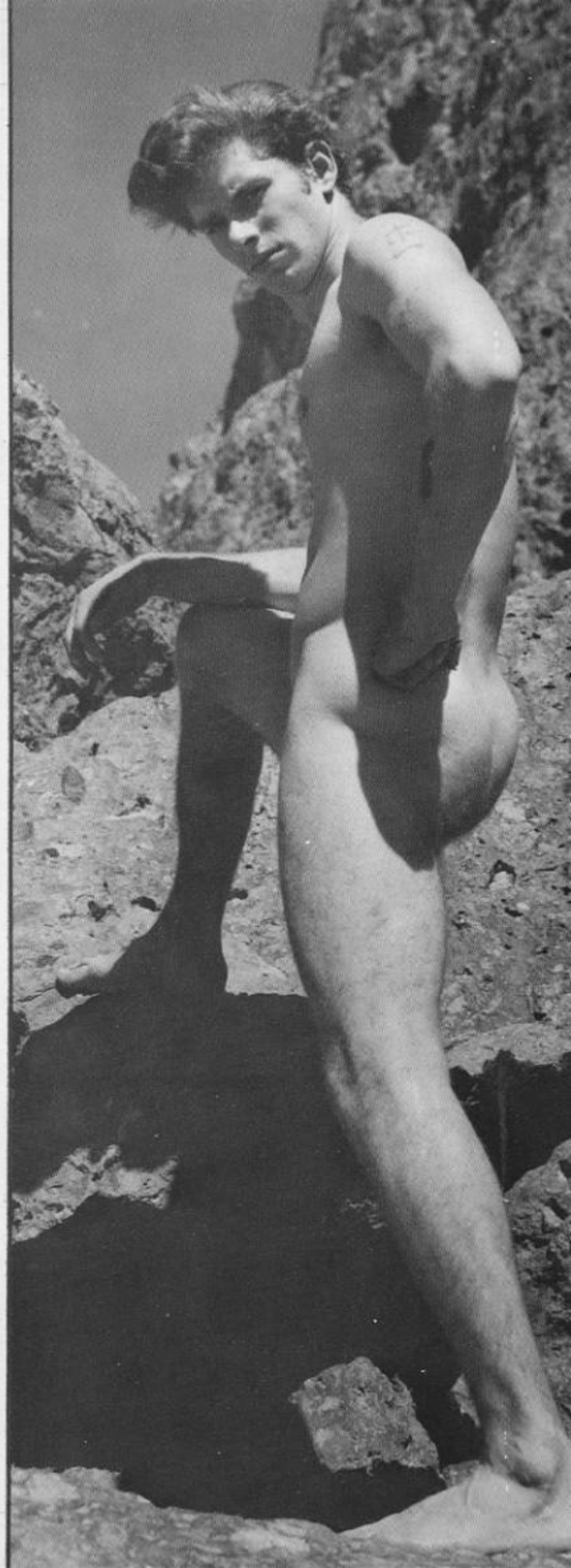
There is an entire treasury of art proving that man for thousands of years went unclothed. Cave paintings in the south of France and Spain dating back to the Paleolithic Era depict a nude gentry.

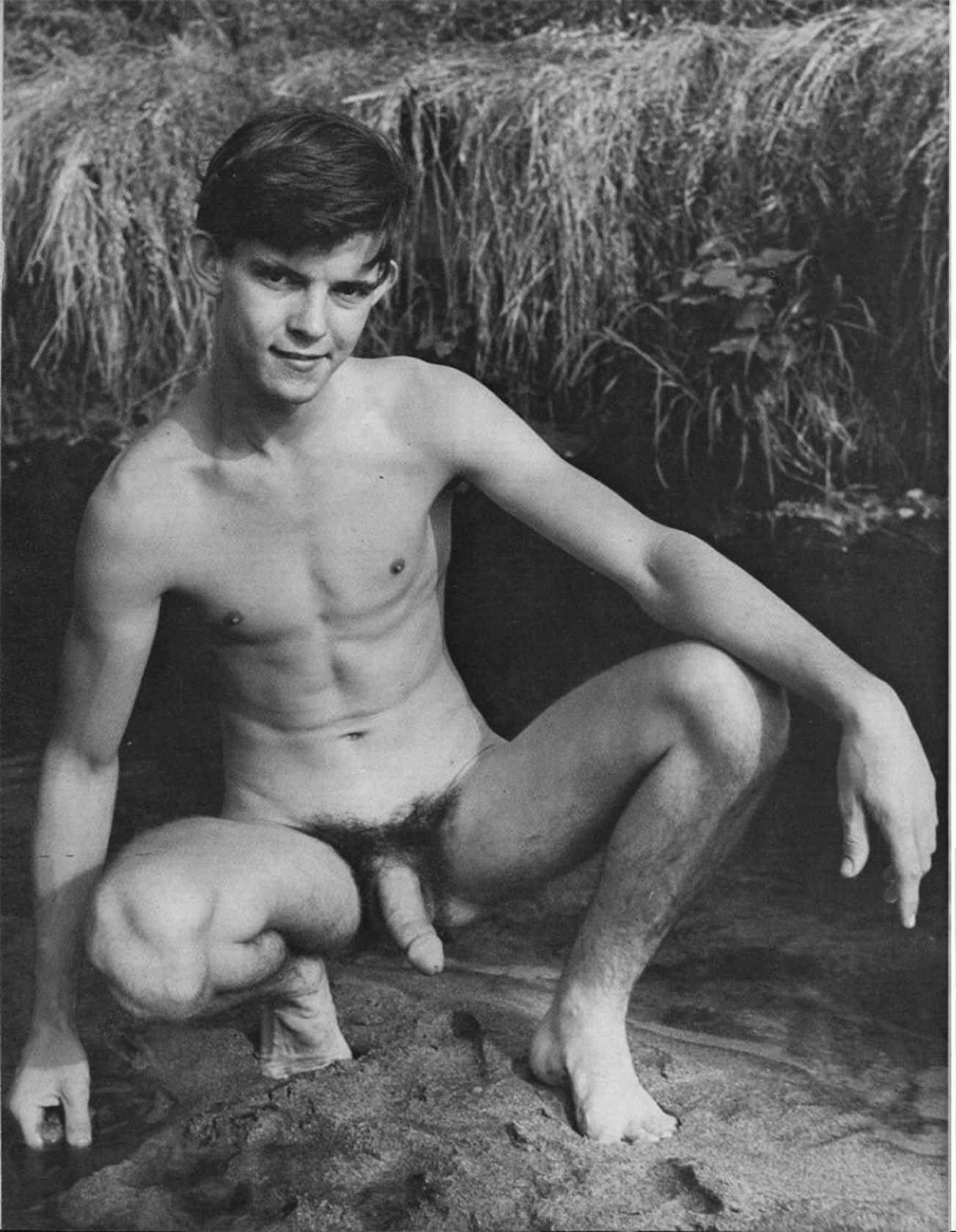
Only with the Bronze Age, do figuerines show up partially clothed and ornamented.

We might reason that it was getting chillier in the evenings, or modesty of mind was developing—all by itself. But the reason for the clothing was neither of these . . .









Professor Franz Pfister, a prominent anthropologist writing for a German encyclopedia in 1935 probed deeply into the reasons for the adoption of clothing, with interesting conclusions. (See **Nacktheit,** 1935, Berlin.) He found clothing to be linked with body painting such as the blue wood stain of the Druids in ancient Britain. Tattooing became an offshoot.

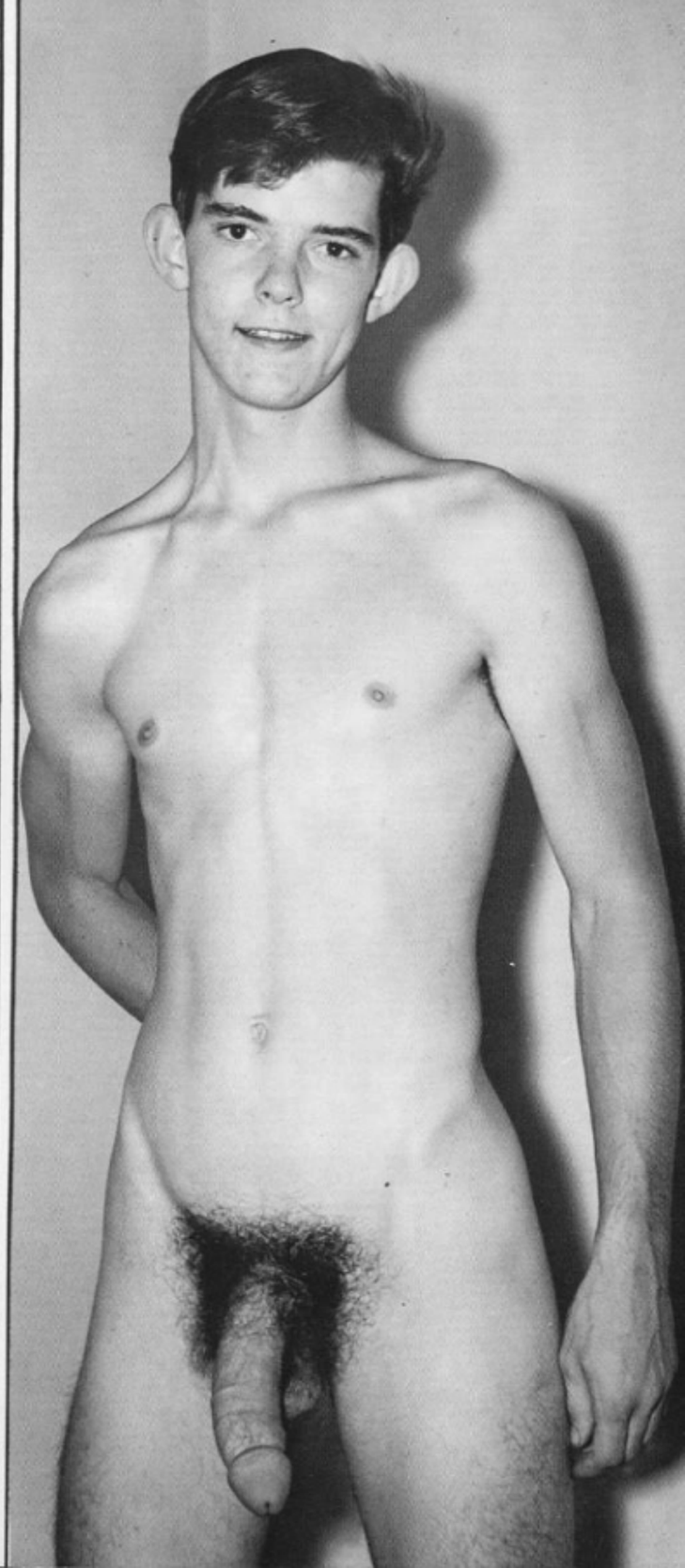
Professor Pfister found five basic hypothesis for the crop-up of clothing:

(1) Protection against the elements.

(2) So that a particular family, group or tribe could be recognized from afar—just as policemen or soldiers wear uniforms today, or member or car-clubs wear individual insignia.

(3) For moral reasons from a sense of shame. This viewpoint is held by those holding literally to the Biblical Adam and Eve myth as told in Genesis, where the first man and woman partook of the Tree, and discovered that they were "naked and ashamed." Frequently we credit forefathers with feelings and niceties they never dreamed of.

(4) Out of pride and self-gratification much as a knight would later wear a plume or ornate armor in an effort to lure the opposite sex. Supporting this theory is that even today natives of primitive societies—especially in the South Pacific—wear beads or leis of fresh flowers.



THE GOLDEN PEOPLE, FREE AS THE SHIFTING SANDS.

(5) From the belief that garments could protect him from evil spirits and the power of enemies because they had magic within their weave, and also because it was felt that containing the body within a shell of clothing intensified and conserved the inner spirit. (Because man was wrapping himself in the skins of dead animals **before** tanning them in oak bark was learned, man smelled strong to his companions therefore was strong!)

Professor Pfister points out that the first and third of the possible hypothesis will not hold up under scientific scrutiny. He states that the natives of Tierra del Fuego, remote islands off the southernmost tip of South America, live and have always lived in one of the bitterest climates in the world. Rain, sleet or snow is the rule rather than the exception, and a thermometer there would hover below the freezing point during many months of the year.

Yet, the natives here go naked, or with only a breechclout, regardless of the weather. They have not built up body resistance to cold—they never lost it!

The built-in adjustability of man is such that he can fit himself into any environment. The Aborigines, dwelling in the higher mountain valleys of the Andes, particularly in Peru, have a far greater lung capacity than "normal" man. This is due to the low oxygen content in the air they breathe. Addedly, due to the prevailing climatic conditions, they exhibit an amazing resistance for cold. It appears, therefore, that man can adjust to virtually any climatic range, whether it be hot or cold.

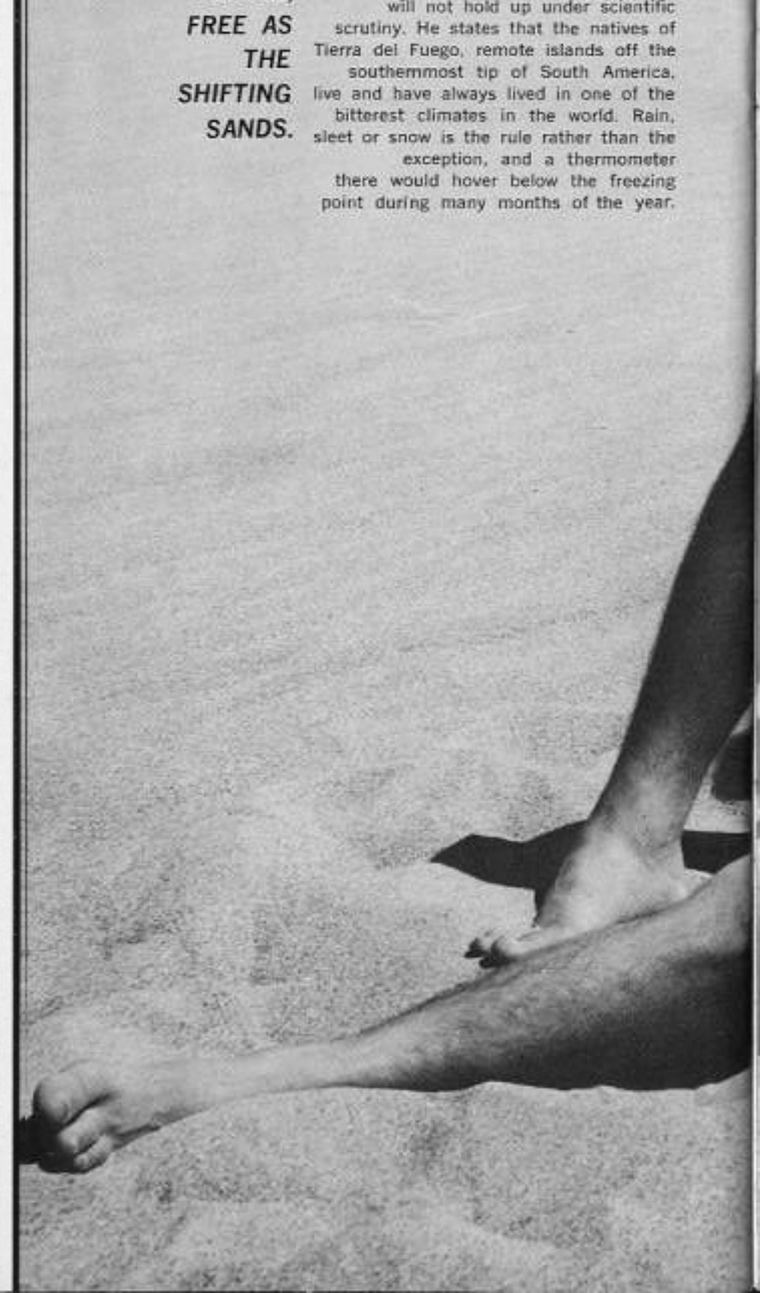
Regarding the third hypothesis, that too falls apart under investigation. There is no evidence whatsoever that primitive man had modesty, false or otherwise. Today's Aborigines, inhabitants of remote South Pacific islands, members of Australian bush tribes, and residents in many parts of present-day Africa are completely innocent in the Biblical, Garden of Eden sense. Nowhere do they equate nakedness with sex. There is neither need nor thought of concealing the sex organs. Primitive man and woman, including our own ancestors, had no hesitancy for "self-revealment" or "nakedness" except when matters of fetish, taboo, or "magic" was involved.

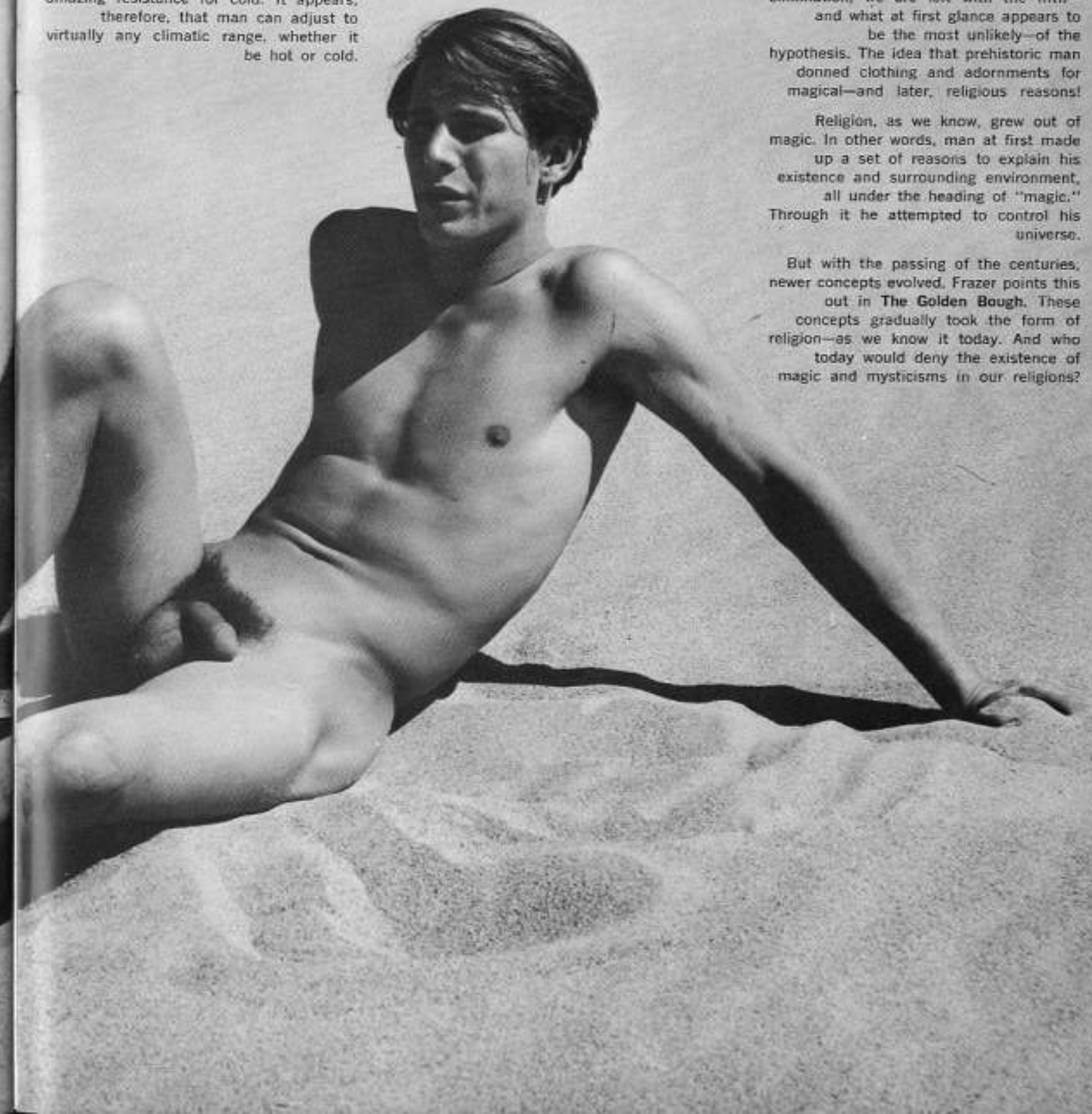
The second hypothesis applies only to a fairly advanced level of society where snobbery has risen, and clothing, armor, ornamentation and the like would represent status in a well-defined social structure. But clothing was common far before this level of social development was reached.

Therefore, through a process of elimination, we are left with the fifth—and what at first glance appears to be the most unlikely—of the hypothesis. The idea that prehistoric man donned clothing and adornments for magical—and later, religious reasons!

Religion, as we know, grew out of magic. In other words, man at first made up a set of reasons to explain his existence and surrounding environment, all under the heading of "magic." Through it he attempted to control his universe.

But with the passing of the centuries, newer concepts evolved. Frazer points this out in **The Golden Bough.** These concepts gradually took the form of religion—as we know it today. And who today would deny the existence of magic and mysticisms in our religions?





In the book **Women in Antiquity**, by the late Dr. Charles Seltman, classical scholar of distinction and a Fellow at Queen's College, Cambridge says in agreement with Dr. Pfister's pronouncements: both ornamentation and the covering of some or all of the human body originated in magic, the precursor of religion.

"Without any doubt, the true explanation lies here. Bright colors, painted symbols, ear rings, nose rings, even teeth filed to a point were calculated to scare away evil forces. At the same time, the shutting in of one's own body to keep one's own **mana, dynamis**, or **virtus**."

One may recall that in early art, gods and goddesses were always depicted as wearing something, some ornament or item of clothing or symbol. But there was no relationship with "modesty."

Dr. Seltman points out that the primitive practice of nudity in the presence of a religious figure or during a worshipping ceremony is still evidenced today amongst the Moslems where removing the shoes and washing the feet is still practiced before participation in the ceremony.

In another time total nudity was practiced, shucking the "contaminated" clothing in order to enter the shrine in a natural state of purity.

In ancient Greece, to judge by the painted vases that survive, many religious processions had nudity as a part of the ceremony. And in the Eighth and Ninth Centuries, B.C., mourners as well as the bereaved widow walked nude in funeral processions for any of the deceased Athenian citizenry. This was regarded as a sign of respect for the dead.

And in Pliny's **Natural History** we find that amongst the ancient Britons, women and girls went completely naked.

This, after having colored their bodies with a brown liquid similar to suntan lotion. It was to "protect" from invisible, evil spirits.

So it is evident that nudity has had a prominent role in the development of man's religion, his habits, and social development. While today we wear clothing for both conventional and practical reasons, the far greater significance is generally overlooked.

Many men and women today put on their personalities when they climb into their clothes. Without them they become "colorless." How often have you seen the change in a woman when she puts on an expensive gown—or a mink coat? The garment virtually takes over.

Today we judge more the clothes—the exterior—of a person than the actual person underneath.

For this reason, many feel that it is wholesome and valuable for a person or a group to practice what is called "social nudity." The real "person" emerges once the barrier of clothing is removed.

There develops an entirely different attitude toward a person. He becomes an individual, judged upon his own merits rather than by the costliness of his clothing.

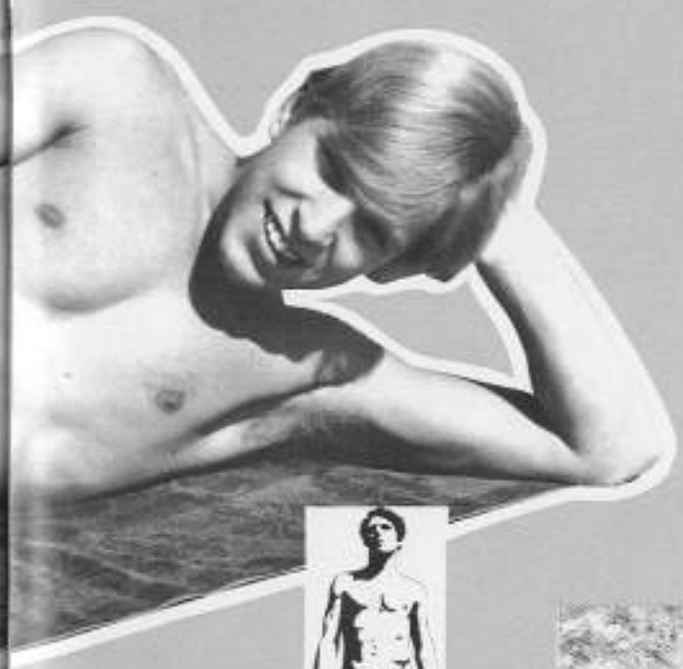
I would be the last person imaginable to suggest we all strip naked and go about our daily routine. For one thing, it gets cold where I live. But I believe that if more of us would gather together periodically, and practice social nudism in the highest sense of the word, many ills would diminish—like false modesty, prudery, the voyeurism or Peeping Tom tendency, and that sex would occupy its rightful place in our minds, no more or no less important than it is.

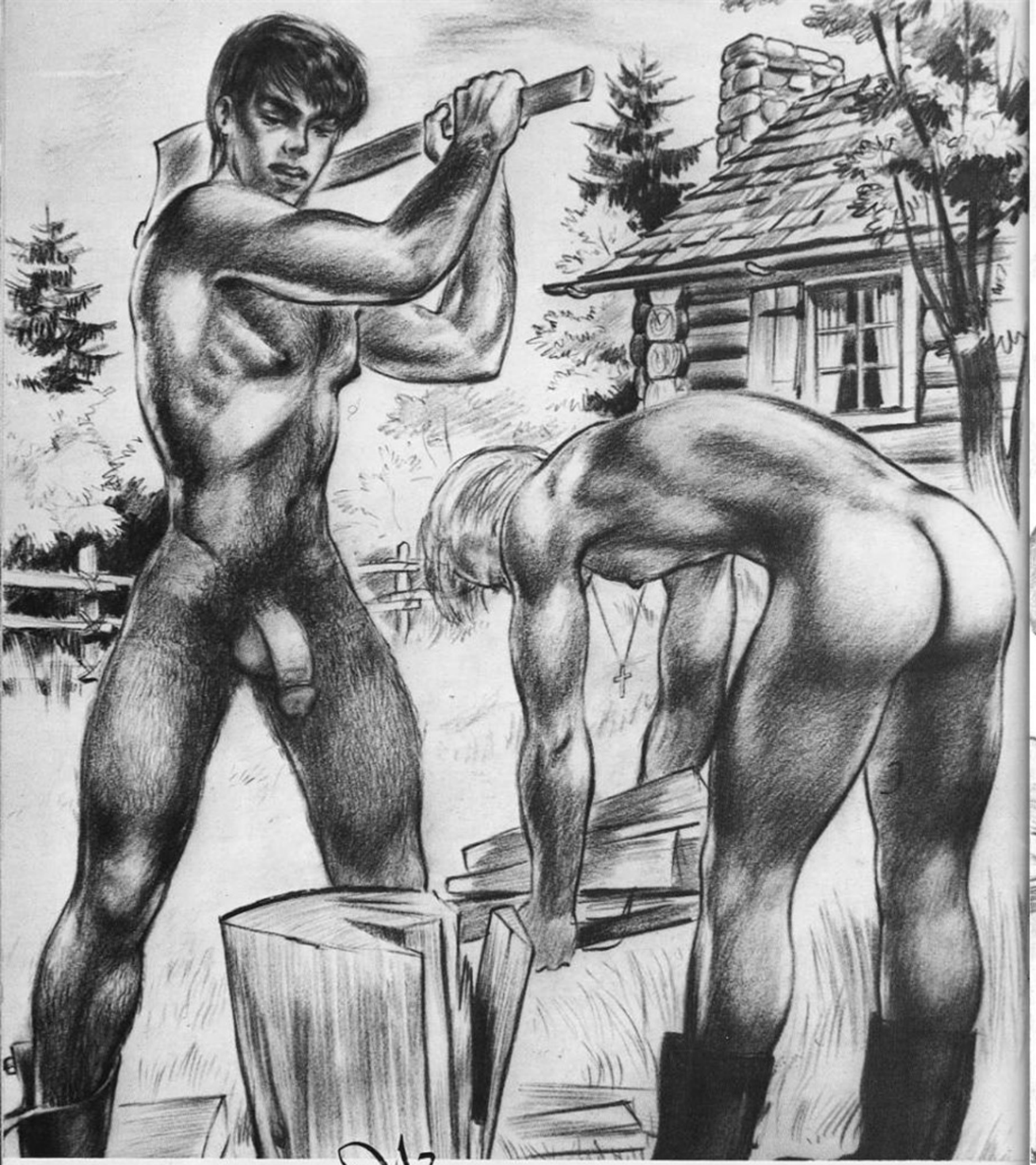
In many parts of the world, including the United States, we still suffer from the Puritan ethos. Herbert Spencer called it "The Dead Hand of the Past" which lies heavily upon us although we may not recognize it.

There are many who have experienced nudist camps and parks here and abroad who feel that the growing Nudist Movement is essentially a revolt, and a good one. Not against religion, nor against sensible codes of behavior or convention, but against prudery, against the stifling conventions which no longer have any real meaning, and against the absurd pronouncements of those taking the Adam and Eve tale too literally.

It is somewhat incredible that a people who have aimed a space craft toward the moon have been unable to cast off the concept that "clothes make the man."

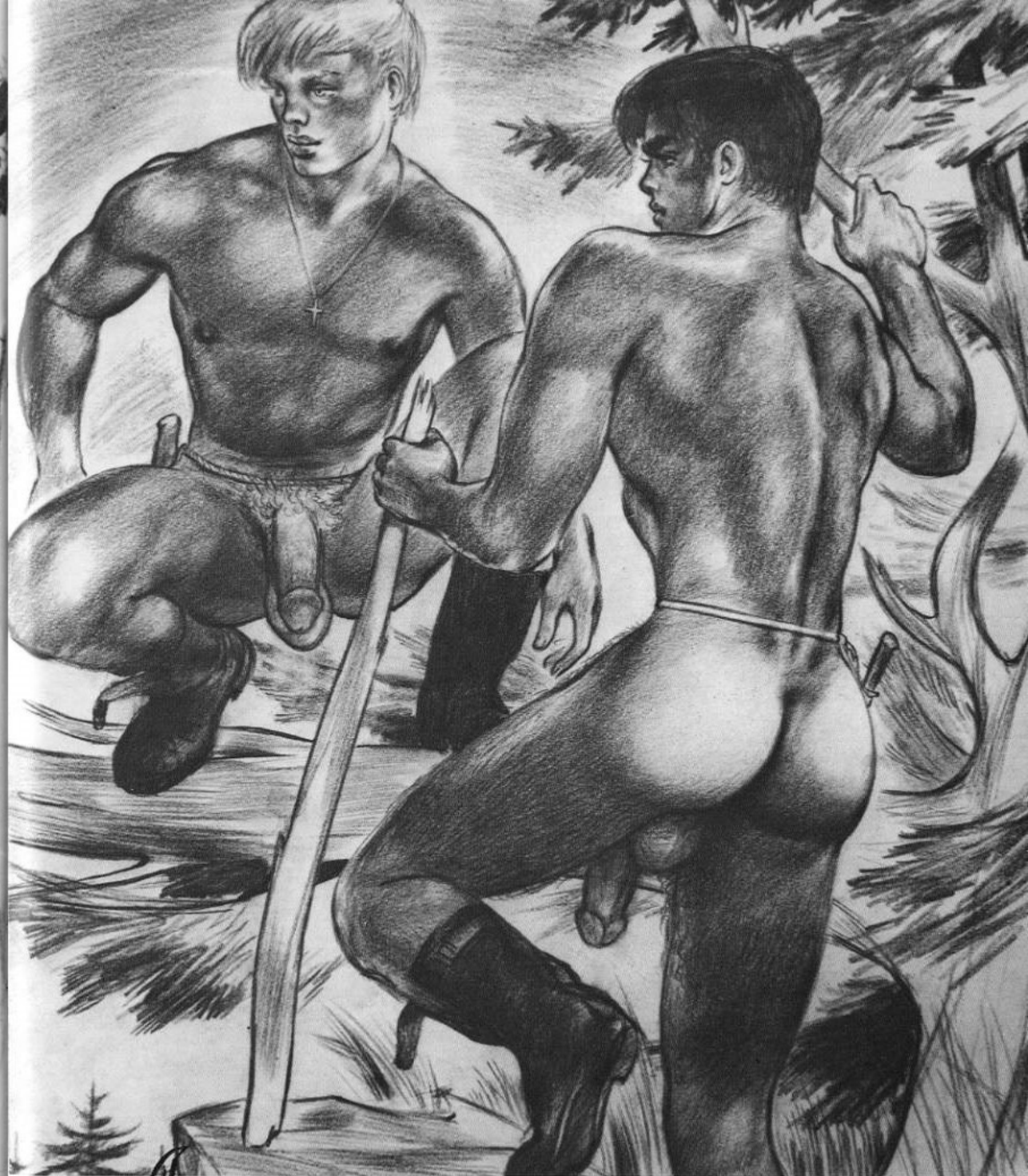
For too many—the clothes now ARE the man!





While the freedom of body and mind is as much a part of the nudist life as is breathing and the enjoyment of light and air, it often takes the mind's eye of the artist to fully capture the animal magnetism that is also inherent in the vast nudist movement.

The eye of the artist is far more penetrating than any camera, for it delves below the surface and into the very spirit of the subject.



In these renditions, the tawny excitement of nudists amongst nature, body muscles unfettered and free, are frozen in time, presented with an openness as poignant as the Great Outdoors.

In a background symbolizing modern day frontiersmanship, we are presented with the true tenets of the nudist's belief, and the sense of spirit that has enabled him to break away from the stagnant mold of sartorical conformity.

Here, with the inherited grace of God, goes you . . .

LETTERS

Gentlemen:

I've received my copies of MR. SUN, #3 thru #8. Thank you for your promptness. You can't imagine how much I enjoy them, me a foreigner living in Taiwan, Republic of China. Would you bring out a book titled "Harry Bush's Mr. Sun"?

S. C. H.
Tsipei, Taiwan

S. C. H., we have Mr. Bush considering the turning of his brush to just such a project.

—Editor

Gentlemen:

I have recently read of your hope to establish a MR. SUN CAMP for single male nudists, and am writing to wish you success. Those of us in east Texas are fortunate to have such a place of freedom in its second summer of operation. We hope yours becomes a reality and is as successful as ours has been.

S. L.
Houston, Texas

S. L., the hope is an approaching reality. *— Editor*

Gentlemen:

I received my copy of the magazine and found it much more enjoyable than expected. And I wish to congratulate you for your prompt and courteous service. I find your magazines to be the best in the field.

J. G. W.
Worcester, Mass.

Gentlemen:

I don't know how you do it. With each film I purchase from you I say to myself, "They can't possibly top this one." But you have again! Your latest films are the greatest I have ever seen.

L. A. R.
Philadelphia, Pa.

Gentlemen:

I would like to congratulate you on your fine photographic material, and the general layout of MR. SUN. It is increasingly true that black people everywhere, and especially in America, are realizing their potential for sharing in many of the social activities heretofore considered the white man's domain. I urge you to consider broadening your market (editorially, photographically) to include more Negro nudists.

R. A.
Chirstiansted USVI

Gentlemen:

I just received a copy of MR. SUN #9, and words can't say how excellent this issue is. It seems like every issue gets better and better, and #9 is the best yet. The special spread on the Negro nudist was just great. I hope that you will continue to include more Negro models in your fine magazine.

J. E. T.
Frankston, Texas

J. E. T., have you been to Christiansted, lately?

— Editor

Gentlemen:

Thank you very much for including members of my race (Negro) in your superb magazine. I hope you will continue to do so in the future. The magazine tops all others that I have seen so far.

J. T.
Frankston, Texas

J. T., you seem to have something in common with a neighbor.

— Editor

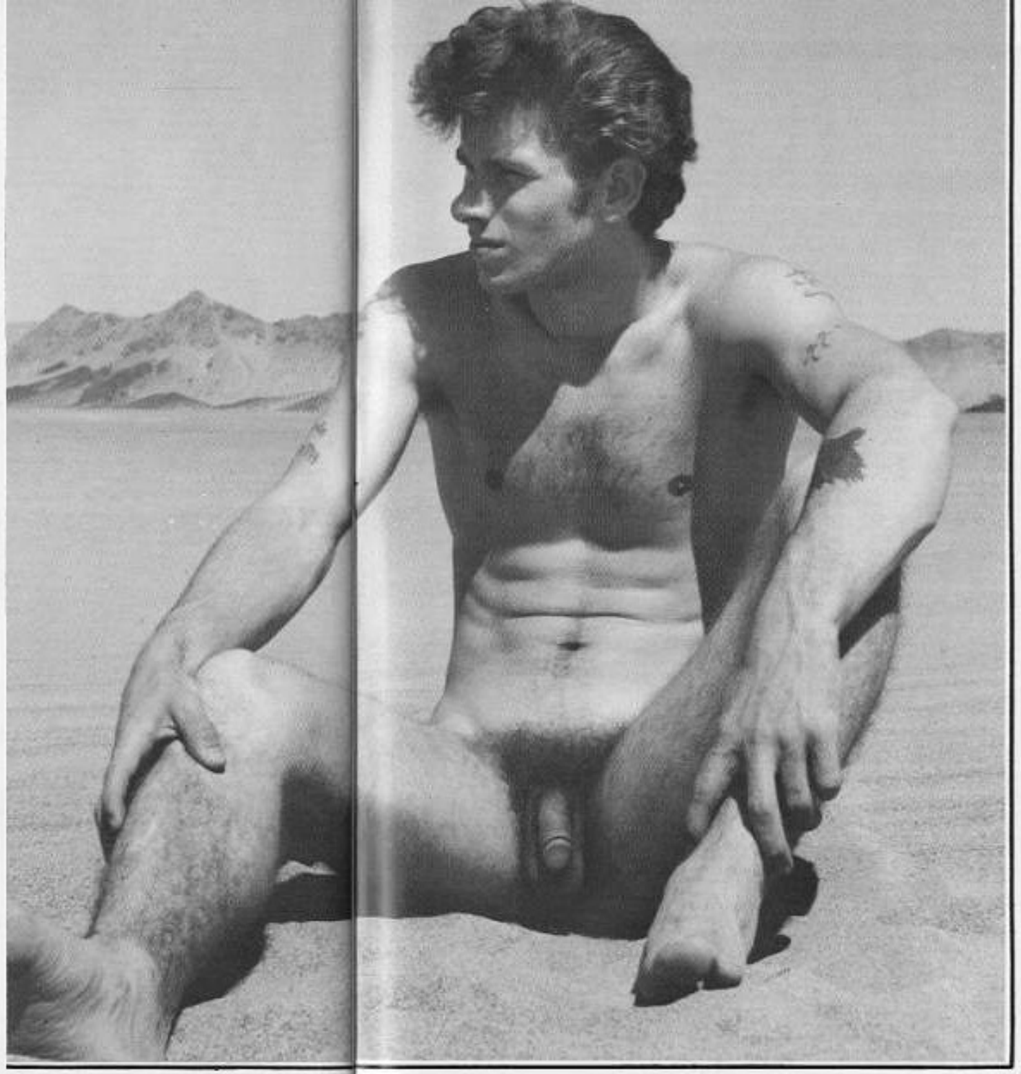
Gentlemen:

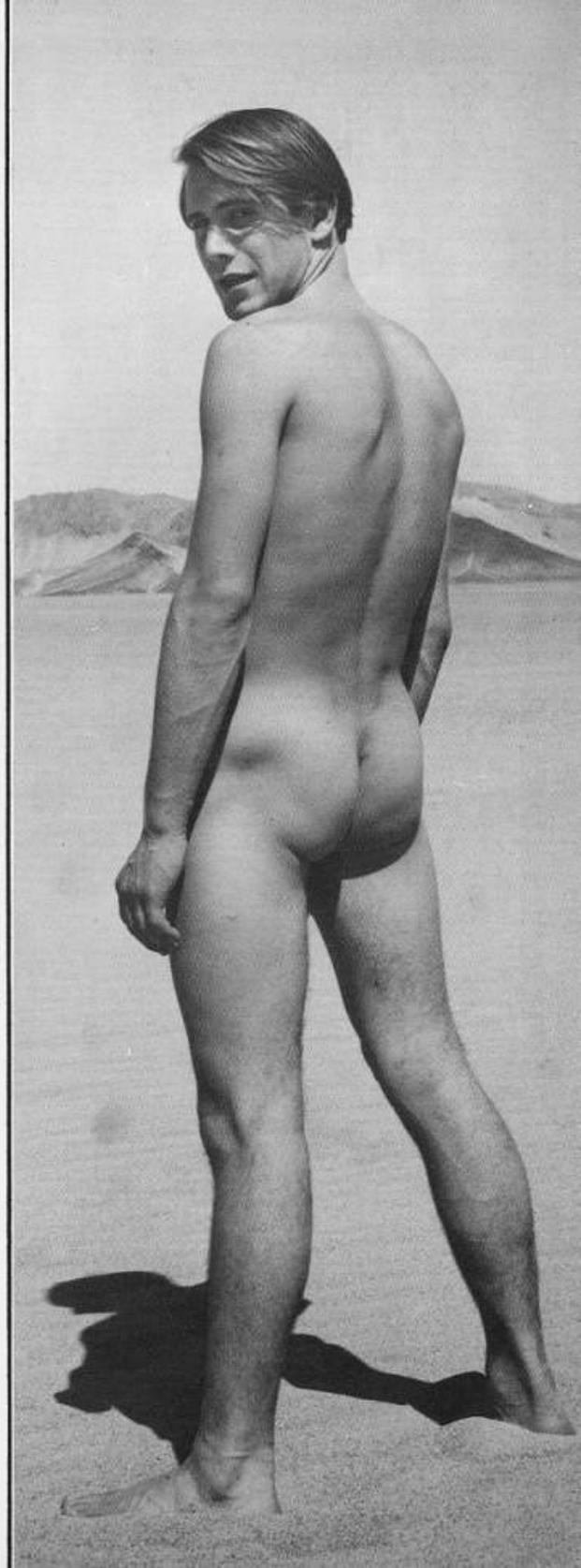
The more I look through your magazines, the more I am interested in nudism and its history. Thank you for the way you approach the present shortcomings of our present social structure.

G. M.
St. Louis, Mo.

Readers, do any of you have any criticism of our magazines? Nobody is this good!

— Editor





MR. SUN CAMP NOW A REALITY

Wyngate and Bevins is proud to announce MR. SUN CAMP is now in full-scale operation at its beautiful location equi-distant from Los Angeles and San Diego on the slopes of beautiful Mt. San Jacinto.

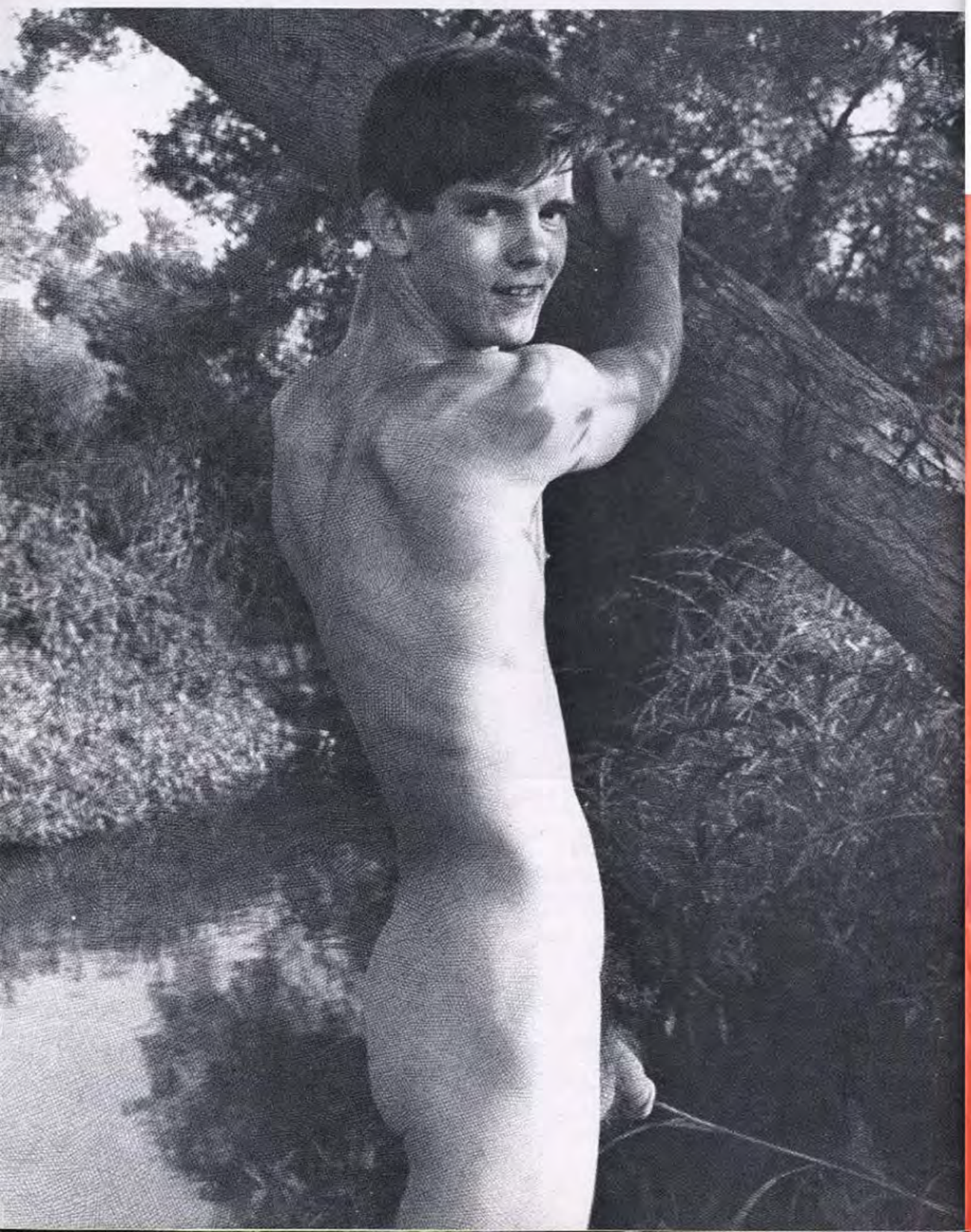
The camp is a sun worshipper's dream come true. With an ideal climate notable for its 360 days of warmth and sunshine, MR. SUN CAMP is certain to be a haven for those wanting to get away from the mad city pace to enjoy the pleasant company of others with similar tastes — within the environment of one of nature's most resplendant spots.

These facilities await your pleasure: Large play and swimming pool, game courts, horseback riding, bath accomodations, tents, bar, and cooking facilities. There are social areas interspersed with miles of secluded hiking trails through this majestic mountain area.

For the MALE NUDIST ONLY — a paradise on earth!

For complete details and information write to:

Wyngate and Bevins
6311 Yucca Street
Hollywood, California 90028



dynamic publications from wyngate & bevins

THE MOST DARING PUBLICATIONS AVAILABLE ANYWHERE

NAKED BREED DELECTUS

The NAKED BREED is a breed apart as far as magazines featuring the naked male body is concerned, for it is a starting collection of naked males marking a milestone in nude photography. Here the magnificence of the true manhood is depicted is a full spectrum of exciting activity — both relaxed, and while strained to the ultimate in eager exertion!

Containing within its colorful covers the most arresting array of male muscularity and agile prowess yet gathered together, some of California's most noted photographers took the thrilling shots contained herein. The graphic detail and color trueness is breathtaking, and certain to more than satisfy the most demanding of connoisseurs — those taking seriously the remarkableness of the male body — under all conditions of excitement or repose — and who insist upon only the best in male models.

Never before has a publisher been privileged to present to its readership such a perfect collection of true life photography at such a remarkably low price. But the edition is understandably limited! Order your copy of this gigantic treasury of taut and tanned male magnificence today! **$5**

107

108

109

110

111

112

BRILLIANT FULL-COLOR 35MM SLIDES

(Eight mounted slides to a set).

Once again, Wyngate & Bevins is happy to offer this outstanding collection of fine, full-color 35mm slides, ready for instant viewing with pocket viewers or for brilliant full-size projection.

These slides were filmed by some of California's top photographers. Each is a masterpiece of art, showing the male nudist in all the exciting glory of total exposure. Each slide set contains eight full-color 35mm slides, all different. Buy one or all six and enjoy this exciting survey into male nudism.

$6.00 per set

use order form on next page >

SUN REBELS

It's now considered king of all 48 page naked male magazines, and one glance shows the reason why! Featured is Monte Hanson, and other young men whose appearances are by special request! Adding to the natural excitement are color portrayals of other young men just now entering the exciting nude picture. Copies #1, #2, #3 and #4 available again in limited supply. $3.00

MR. SUN

This excitingly "SUN"sational approach to the naked male body is propelled by the assumption that the male is not always in a state of relaxation. Mr. SUN shows the reality of tenseness with a vividness that may shock some through its honest, objective approach to male nudity. Issue #9 pinpoints this approach, as do the previous sell-outs, each again available! $5.00

MALE PARADISE

This is a blockbusting 48-page package of male nude paradise in color and vivid black and white to please the most discriminating appetite for body photography. Issues #1 and #2 available once more through popular demand. $3.00

SUN TREK

Some copies of coveted issues #1 and #2 (now in their second printing) now available. Issue #3 maintains the magnificent format which made the previous issues complete sellouts! $3.00

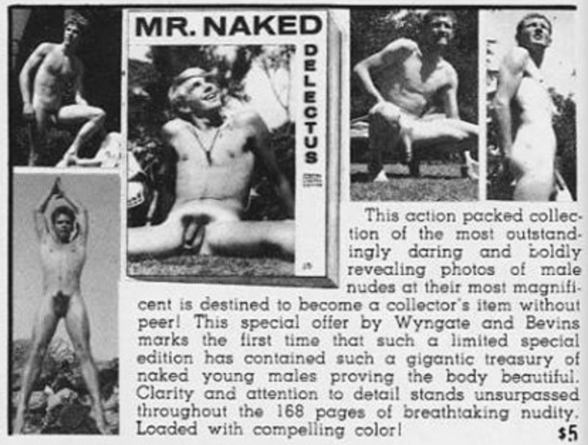
M.A.N.

M.A.N. means male athletic nudist. But more than that, it means a magazine devoted to the highest quality in copy and photography of the naked male body. Issue #1 is sold out! Issues #2 and #3 are already in limited supply. Get yours while they still remain available. $3.00

CONTACT... OTHER MALE NUDISTS

Wyngate and Bevins would like to extend the personal ad service of the magazine ESOTERIA to W & B readers. Esoteria is a new concept in magazine publishing. It brings to the privacy of your own living room the opportunity to participate, share and correspond with all other fellow nudists.

To place an ad in ESOTERIA, print or type the ad as you wish it to appear. (We have found that ads which are accompanied with a photo recieve a greater amount of replies.) There is a charge of $2.00 per personal ad or $4.00 per personal ad with a photo. Your ad will be placed in the next quarterly issue of ESOTERIA. You will be assigned a confidential Ad number and your name WILL NOT appear in the ad or be available to anyone. All responses will be forwarded to you at no charge.



This action packed collection of the most outstandingly daring and boldly revealing photos of male nudes at their most magnificent is destined to become a collector's item without peer! This special offer by Wyngate and Bevins marks the first time that such a limited special edition has contained such a gigantic treasury of naked young males proving the body beautiful. Clarity and attention to detail stands unsurpassed throughout the 168 pages of breathtaking nudity. Loaded with compelling color! $5

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Special Offer: With every slide order of $12.00 or more, a free viewer will be enclosed.

Gentlemen, please send me the item(s) I have checked. I enclose $ ..... Cash ☐ Check ☐ M.O. ☐. I am over 21 years old and I am seriously interested in the philosophy of nudism.

NAME ..... W & B Credit Card # .....

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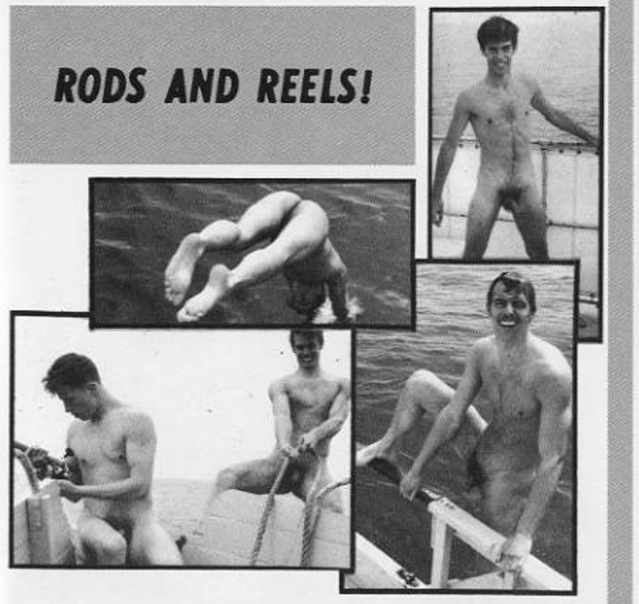
RODS AND REELS!



It's strictly ship "ahoy" as the crew of first-cabin male sports enthusiasts take to the high seas with their rods and reels poised at the ready — for one whale of a time!

Besides the on-deck action as youthful muscles ripple and strain after a swirling strike by a denizen of the deep, viewers of this fascinating film get a wave's eye-view of our nautical laddies as they batten down the hatches for the halibut, then pit their rods against the fury of the big ones. This is nudism at its best — in a refreshing surrounding of white-capped crests and rolling waves that are almost as exciting as the crew itself. Almost, that is.

8mm 200ft. B & W WB215 ..... $20.00
8mm 200ft. Super B & W WB215S $22.00
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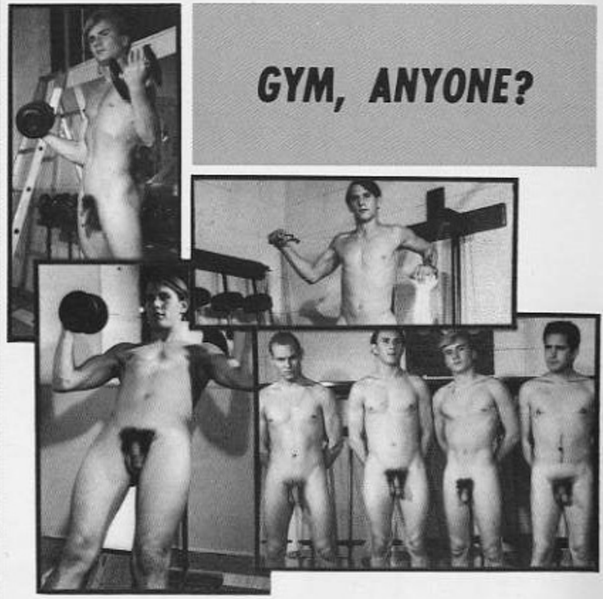
GYM, ANYONE?



When these four models of masculine brawn and power get together for a dumbell session in the gym, what they have in mind is converting the gym into a center of straining muscles and rippling biceps as these groovy young swingers put their physiques through the paces. It takes no strain of the imagination to see that "dynamic tension" and coordinated development has paid off handsomely for this swinging quartet, giving them the kind of bodies beautiful that please the most discerning connoisseur of physical culture. This film shows the nude male body in a state of sheer perfection Jim, Mike, Don and Al share the equipment together!

8mm 200ft. B & W WB-216 ..... $20.00
8mm 200ft. Super B & W WB-216S $22.00
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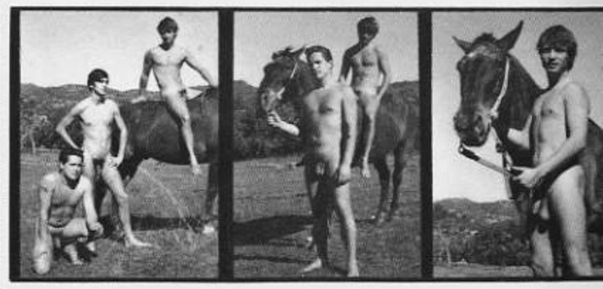

PSYCHEDELIC NUDES

Every stroke of the brush upon the bodies of these way-out swingers make them a model for what's become the latest craze of our mod, mod world — body painting! Without doubt one of the most fantastic films yet made as each is brushed in the latest colors of the far-out scene — and return the touches in technicolor. No still life, here!

8mm 200ft. B & W WB-214 ..... $20.00
8mm 200ft. Color WB-214C $30.00

HORSE'N AROUND

When these three studs start horse 'n around in the raw, the art of bareback riding takes on a new turn for bridle lovers! A positive must for connoisseurs of the naked male body, this film has remarkable clarity and exquisite detail. Here studsmanship beats horsemanship — by a nose!

8mm 200ft. B & W WB-213 ..... $20.00
8mm 200ft. Color WB-213C $30.00

MR. SUN

You are the up-to-the-minuteman whose attitudes and personal code of behavior are as perceptive and dramatic as the times in which you live.

You are the man one step ahead of the others in society, the man more advanced.

You are the farsighted. The imaginer. The dreamer. You grasp new concepts quickly. You value your body and keep it in mint condition.

But more than anything else, you are a leader apart from the herd. It is your nature to step off the trodden path of the average nudist, thereby blazing your own trail through the underbrush of narrow-mindedness and hypocracy which separates all nudists from the unenlightened.

While not preoccupied with it, you take pride in your physical and mental well-being, and the glow of health it brings.

Mentally, you have risen above the mind-body split which has hung up the majority of society. Yours is the relaxation that composure and confidence gains.

You represent the ever-increasing specimens of American manhood taking the sun route to the kind of vitality nature intended, free from prudery — and the hypocracy it breeds.

Who are you? You are MR. SUN.